

## ABSTRACT

From an MPEG image data (S11), an MPEG2 encoder circuit (51) extracts a quantum scale (Qm) of each macro 5 block (MB) which has been used for quantization of the MPEG2 in the encoding process. An activity calculation circuit (53) calculates an activity (Nact), based on the quantum scale (Qm), A rate control circuit (54) calculates a quantization parameter (QP) for each macro 10 block (MB), based on the activity (Nact).